

**APPROVED BY SENATE**  
**11/15/2021**

# : AGRICULTURAL LEADERSHIP, EDUCATION, & COMMUNICATIONS: AGRICULTURAL COMMUNICATIONS, BS

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## In Workflow

1. U Program Review (dforgacs@illinois.edu; eastuby@illinois.edu; aledward@illinois.edu; mhazen@illinois.edu)
2. 1342 Head (dmrosch@illinois.edu)
3. KL Committee Chair (bjgray2@illinois.edu; adilger2@illinois.edu)
4. KL Dean (aball@illinois.edu)
5. University Librarian (jpwilkin@illinois.edu)
6. Provost (kmartens@illinois.edu; mhazen@illinois.edu)
7. Senate EPC (bjlehman@illinois.edu; moorhouz@illinois.edu; kmartens@illinois.edu)
8. Senate (jtempel@illinois.edu)
9. U Senate Conf (none)
10. Board of Trustees (none)
11. IBHE (none)
12. HLC (kmartens@illinois.edu)
13. DMI (eastuby@illinois.edu; aledward@illinois.edu; dforgacs@illinois.edu)

## Approval Path

1. Mon, 04 Oct 2021 15:10:35 GMT  
Deb Forgacs (dforgacs): Approved for U Program Review
2. Mon, 04 Oct 2021 15:56:15 GMT  
David Rosch (dmrosch): Approved for 1342 Head
3. Fri, 08 Oct 2021 19:15:07 GMT  
Brianna Gregg (bjgray2): Approved for KL Committee Chair
4. Mon, 11 Oct 2021 15:28:22 GMT  
Anna Ball (aball): Approved for KL Dean
5. Mon, 11 Oct 2021 15:34:58 GMT  
John Wilkin (jpwilkin): Approved for University Librarian
6. Wed, 13 Oct 2021 16:35:56 GMT  
Kathy Martensen (kmartens): Approved for Provost

## New Proposal

Date Submitted: Mon, 04 Oct 2021 13:53:52 GMT

## Viewing:: Agricultural Leadership, Education, & Communications: Agricultural Communications, BS

Changes proposed by: Eric Morgan

## Proposal Type

### Proposal Type:

Concentration (ex. Dietetics)

## Administration Details

### Official Program Name

Agricultural Leadership, Education, & Communications: Agricultural Communications, BS

**Sponsor College**

Agr, Consumer, & Env Sciences

**Sponsor Department**

Agricultural Leadership Education & Communication Program

**Sponsor Name**

David Rosch

**Sponsor Email**

dmrosch@illinois.edu

**College Contact**

Brianna Gregg

**College Contact Email**

bjgray2@illinois.edu

**College Budget Officer**

Tosha Waller-Mumm

**College Budget Officer Email**

wallermu@illinois.edu

**List the role for rollbacks (which role will edit the proposal on questions from EPC, e.g., Dept Head or Initiator) and/or any additional stakeholders.***Purpose: List here who will do the editing work if proposal needs rolled back. And any other stakeholders.*

Either the "Initiator" (Eric Morgan - elmorg19@illinois.edu) or the Program Director (David Rosch - dmrosch@illinois.edu) will be able to edit the proposal and answer questions.

**Does this program have inter-departmental administration?**

No

**Proposal Title****Effective Catalog Term**

Fall 2022

**Provide a brief, concise description (not justification) of your proposal.**

Institute a new undergraduate degree program (B.S.) in agricultural communications within the Agricultural Leadership, Education, and Communications (ALEC) program.

List here any related proposals/revisions and their keys. *Example: This BS proposal (key 567) is related to the Concentration A proposal (key 145) and the Concentration B proposal (key 203).*

This BS proposal (key 1105) is related to the deactivation proposal of AGCM-Adv (key 799) and the deactivation proposal of AGCM-JOUR (key 800)

## Program Justification

Provide *abrief* justification of the program, including highlights of the program objectives, and the careers, occupations, or further educational opportunities for which the program will prepare graduates, when appropriate.

The field of agricultural communications has been growing steadily through the past two decades. The public has developed more interest in food production, food producers have become more technology dependent, and decision makers face mounting pressure to ensure legislation is in place that supports sustainable production. Stakeholders depend on skilled communicators to help them make balanced decisions, mobilize knowledge and connect with consumers.

ALEC is a young program within UI (in existence for less than two years) and has a culture within that supports exciting new developments like updating the agricultural communications curriculum, which has not seen significant revision in more than a decade. In fact, ALEC itself was created by combining Agricultural Leadership and Science Education, and Agricultural Communications.

In 2018, when the College of ACES decided to merge the AGED and AGCM Program to form ALEC, it also made a commitment to build out, upgrade and modernize the AGCM curriculum. Administration was inspired by committed alumni to create a program based on stronger professional preparation and technical skill development. AGCM was introduced at the UI in the early 1900s, growing through the decades and eventually becoming a staple the 1960s, thanks mostly to the work of Dr. Jim Evans. However, over time, several courses in the curriculum came to overlap and no longer represent the professional development needs of students. Owing to personnel changes, strategic leadership waned and faculty with strong backgrounds in AGCM were not replaced as they retired or left.

That changed in 2021 with the hiring of two expert agricultural and environmental communication faculty, Drs. Eric Morgan and Owen Roberts. They were hired with the explicit directive to modernize the AGCM curriculum in ALEC to better serve the students and stakeholders. Working with department head Dr. David Rosch, Drs. Morgan and Roberts propose a fresh curriculum predicated on the tenets of skill development, critical thinking and global awareness in the context of agricultural communications. The combination of these particular tenets makes the UI AGCM curriculum unique among other AGCM programs at peer institutions and will make our graduates stand out. Communications skills are regularly listed by employers as the most employable skills. Critical thinking gives program participants the depth and breadth to make balanced decisions. And finally, global awareness prepares graduates for career in a field that exists worldwide and has taken on added relevance as food systems grew through the pandemic.

## Instructional Resources

**Will there be any reduction in other course offerings, programs or concentrations by your department as a result of this new program/proposed change?**

Yes

**Please describe**

The proposed concentration in Agricultural Communications replaces the two current concentration tracks within the Agricultural Leadership, Education, and Communications major. Currently, students are able to pursue either a BS in ALEC with a concentration in Agricultural Communications with a Journalism focus or a BS in ALEC with a concentration in Agricultural Communications with an Advertising focus.

**Does this new program/proposed change result in the replacement of another program?**

Yes

**Choose program being replaced**

799

**Does the program include other courses/subjects impacted by the creation/revision of this program?**

Yes

**Required courses**

ALEC 110 - Intro to ALEC  
ALEC 451 - Professional Dev in ALEC  
AGCM 220 - Communicating Agriculture  
AGCM 420 - Public Information Campaigns  
AGCM 310 - Investigating Ag Comm  
AGCM 375 - Intl Ag Communications  
JOUR 200 - Introduction to Journalism  
ADV 150 - Introduction to Advertising  
MACS 166 - Contemporary Media Literacy  
ANSC 101 - Contemporary Animal Issues  
ACE 231 - Food and Agribusiness Mgt  
CPSC 113 - Environment, Agric, & Society  
MFST 101 - Experiencing Food Systems  
ACES 102 - Intro Sustainable Food Systems  
JOUR 220 - News Editing  
JOUR 210 - Newsgathering Across Platforms  
JOUR 360 - Working with the Press  
JOUR 450 - Media and Public Opinion  
JOUR 453 - Crisis Communications  
JOUR 482 - Immersion Journalism  
ADV 270 - Principles of Sales  
ADV 305 - Digital ADV Content  
ADV 310 - Intro to Public Relations  
AGCM 315 - Soc Media Mgt in Ag Comm  
AGCM 330 - Environmental Communications  
AGCM 380 - Publication Dev and Production  
ALEC 393 - Internship in ALEC  
AGCM 499 - Seminar  
CMN 321 - Strategies of Persuasion  
CMN 232 - Intro to Intercultural Comm  
CMN 277 - Intro to Mediated Comm  
CMN 280 - Comm Technology & Society

**Explain how the inclusion or removal of the courses/subjects listed above impacts the offering departments.**

The above listed courses are those that are required for all students in the new proposed concentration. Those classes that all students must take are listed up to ACES 102. The remaining classes are part of "Choose From" lists. We anticipate that this proposed change will lead to increased enrollment in the classes, however, this would likely translate to less than 10 students per semester that these courses are offered. There are four courses listed that are currently in the approval process as these are new courses.

**Attach letters of support from other departments.**

CMN letter of support for AGCM new curriculum proposal\_revised.pdf  
ACE letter of support.pdf  
MFST letter of support.pdf  
MACS letter of support.pdf  
JOUR support for AGCM concentration.pdf  
CPSC letter of support.pdf

ANSC letter of support.pdf  
ADV letter of support.pdf  
ACES Academic Programs letter of support.pdf

## Program Regulation and Assessment

Briefly describe the plan to assess and improve student learning, including the program's learning objectives; when, how, and where these learning objectives will be assessed; what metrics will be used to signify student's achievement of the stated learning objectives; and the process to ensure assessment results are used to improve student learning. (Describe how the program is aligned with or meets licensure, certification, and/or entitlement requirements, if applicable).

The assessment plan for the proposed concentration align with the assessment protocols for the overall ALEC program.

Is the career/profession for graduates of this program regulated by the State of Illinois?

No

## Program of Study

"Baccalaureate degree requires at least 120 semester credit hours or 180 quarter credit hours and at least 40 semester credit hours (60 quarter credit hours) in upper division courses" (source: <https://www.ibhe.org/assets/files/PrivateAdminRules2017.pdf>). For proposals for new bachelor's degrees, if this minimum is not explicitly met by specifically-required 300- and/or 400-level courses, please provide information on how the upper-division hours requirement will be satisfied.

All proposals must attach the new or revised version of the Academic Catalog program of study entry. Contact your college office if you have questions.

For new programs, attach Program of Study

AGCM Proposal Final.docx  
AGCM Course Comparison Chart.xlsx

Catalog Page Text - Overview Tab

### Statement for Programs of Study Catalog

Code	Title	Hours
<b>Core Requirements</b>		
ADV 150	Introduction to Advertising	3
ACE 231	Food and Agribusiness Mgt	3
AGCM 220	Communicating Agriculture	3
AGCM 310	Investigating Agricultural Communications (Investigating Agricultural Communications )	3
AGCM 375	International Agricultural Communications (International Agricultural Communications )	3
AGCM 420	Public Information Campaigns (Public Information Campaigns)	3
ANSC 101	Contemporary Animal Issues	3
CPSC 113	Environment, Agric. & Society	3
JOUR 200	Introduction to Journalism	3
MACS 166	Contemporary Media Literacy	3

MFST 101	Experiencing Food Systems	3
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**Advertising Electives** **3**

Choose one from:

ADV 270	Principles of Sales
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ADV 305	Digital Advertising Content, Technologies and Concepts
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ADV 310	Intro to Public Relations
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**Journalism Electives** **7**

Choose one:

JOUR 210	Newsgathering Across Platforms
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JOUR 220	News Editing
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Choose one from:

JOUR 360	Working with the Press
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JOUR 450	Media and Public Opinion
----------	--------------------------

JOUR 453	Crisis Communications
----------	-----------------------

JOUR 482	Immersion Journalism
----------	----------------------

**AGCM Electives** **12**

Choose Four(4) of the following:

AGCM 315	Emerging Media
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AGCM 330	Environmental Communications
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AGCM 380	Publication Development and Production (Publication Development and Production )
----------	----------------------------------------------------------------------------------

AGCM 499	Seminar
----------	---------

ALEC 393	Internship in Agricultural Leadership, Education and Communications
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CMN 321	Strategies of Persuasion
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OR Any LEAD course over 300

**Total Hours for Concentration** **55**

## Program Relationships

Corresponding Program(s):

**Corresponding Program(s)**

Agricultural Leadership, Education, Communications, BS

## Program Features

**Academic Level**

Undergraduate

**Is This a Teacher Certification Program?**

No

**Will specialized accreditation be sought for this program?**

No

## Delivery Method

**This program is available:**

On Campus - Students are required to be on campus, they may take some online courses.

## Enrollment

**Number of Students in Program (estimate)**

**Year One Estimate**

30

**5th Year Estimate (or when fully implemented)**

60

## Budget

**Will the program or revision require staffing (faculty, advisors, etc.) beyond what is currently available?**

No

## Financial Resources

**How does the unit intend to financially support this proposal?**

With the addition of two new faculty in the agricultural communications concentration, ALEC is ideally positioned to implement this new proposal. Furthermore, we have been approved to hire an additional specialized teaching faculty to help support the curriculum.

**Will the unit need to seek campus or other external resources?**

No

## Resource Implications

### Facilities

**Will the program require new or additional facilities or significant improvements to already existing facilities?**

No

## Technology

Will the program need additional technology beyond what is currently available for the unit?

No

## Non-Technical Resources

Will the program require additional supplies, services or equipment (non-technical)?

No

## Resources

For each of these items, be sure to include in the response if the proposed new program or change will result in replacement of another program(s). If so, which program(s), what is the anticipated impact on faculty, students, and instructional resources? Please attach any letters of support/acknowledgement from faculty, students, and/or other impacted units as appropriate.

## Faculty Resources

Please address the impact on faculty resources including any changes in numbers of faculty, class size, teaching loads, student-faculty ratios, etc. Describe how the unit will support student advising, including job placement and/or admission to advanced studies.

With the addition of two new faculty in the agricultural communications concentration, ALEC is ideally positioned to implement this new proposal. Furthermore, we have been approved to hire an additional specialized teaching faculty to help support the curriculum.

## Library Resources

Describe your proposal's impact on the University Library's resources, collections, and services. If necessary please consult with the appropriate disciplinary specialist within the University Library.

Library collections, resources and services are sufficient to support the proposal.

## EP Documentation

EP Control Number

EP.22.040

This proposal requires HLC inquiry

Yes

## DMI Documentation

### Program Reviewer Comments

Deb Forgacs (dforgacs) (Fri, 01 Oct 2021 20:29:22 GMT):Rollback: requested.

Key: 1105



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## Proposal to the Senate Educational Policy Committee

**PROPOSAL TITLE:** Institute a new undergraduate degree program (B.S.) in agricultural communications within the Agricultural Leadership, Education, and Communications (ALEC) program.

**SPONSOR:** Dr. Eric Morgan, Associate Professor and ALEC Graduate Program Coordinator, 265-6357, [elmorg19@illinois.edu](mailto:elmorg19@illinois.edu); Dr. Owen Roberts, Lecturer in ALEC, [oroberts@illinois.edu](mailto:oroberts@illinois.edu); Dr. David Rosch, Associate Professor and Director for ALEC, 244-2134, [dmrosch@illinois.edu](mailto:dmrosch@illinois.edu).

**COLLEGE CONTACT:** Brianna Gregg, Acting Assistant Dean, College of ACES Office of Academic Programs, 333-3380, [bjgray2@illinois.edu](mailto:bjgray2@illinois.edu).

### **BRIEF DESCRIPTION:**

The Agricultural Leadership, Education, and Communications Program, formed in 2019, includes one major (B.S. in ALEC) with three degree concentrations. These include concentrations in Agricultural Communications (AGCM), Agricultural Education (AGED), and Organizational and Community Leadership (OCL). Currently, the concentration in Agricultural Communications consists of two tracks, one in advertising, and one in journalism. We propose the following: 1) create a single concentration in Agricultural Communications in which students will receive a comprehensive education within all facets of agricultural communications, 2) eliminate the two tracks in Advertising and Journalism, 3) propose the creation of 4 new courses within Agricultural Communications, 4) make minor modifications to 3 current AGCM courses, 5) revise the College of Media requirements for AGCM students, 6) replace the currently required Minor in Food and Environmental Systems with a set of 4 courses in general agricultural education, and 7) require certain General Education courses be taken to support the degree requirements. We believe this proposal represents a robust and comprehensive approach to agricultural communications that will better position our students for careers in industry or for further graduate study.

### **JUSTIFICATION:**

The field of agricultural communications has been growing steadily through the past two decades. The public has developed more interest in food production, food producers have become more technology dependent, and decision makers face mounting pressure to

ensure legislation is in place that supports sustainable production. Stakeholders depend on skilled communicators to help them make balanced decisions, mobilize knowledge and connect with consumers.

ALEC is a young program within UI (in existence for less than two years) and has a culture within that supports exciting new developments like updating the AGCM curriculum, which has not seen significant revision in more than a decade. In fact, ALEC itself was created by combining Agricultural Leadership and Science Education, and Agricultural Communications.

In 2018, when the College of ACES decided to merge the AGED and AGCM Program to form ALEC, it also made a commitment to build out, upgrade and modernize the AGCM curriculum. Administration was inspired by committed alumni to create a program based on stronger professional preparation and technical skill development. AGCM was introduced at the UI in the early 1900s, growing through the decades and eventually becoming a staple the 1950s, thanks mostly to the work of Dr. Jim Evans. However, over time, several courses in the curriculum came to overlap and no longer represent the professional development needs of students. Owing to personnel changes, strategic leadership waned and faculty with strong backgrounds in AGCM were not replaced as they retired or left.

That changed in 2021 with the hiring of two expert agricultural and environmental communication faculty, Drs. Eric Morgan and Owen Roberts. They were hired with the explicit directive to modernize the AGCM curriculum in ALEC to better serve the students and stakeholders. Working with department head Dr. David Rosch, Drs. Morgan and Roberts propose a fresh curriculum predicated on the tenets of skill development, critical thinking and global awareness in the context of agricultural communications. The combination of these particular tenets makes the UI AGCM curriculum unique among other AGCM programs at peer institutions and will make our graduates stand out. Communications skills are regularly listed by employers as *the* most employable skills. Critical thinking gives program participants the depth and breadth to make balanced decisions. And finally, global awareness prepares graduates for career in a field that exists worldwide and has taken on added relevance as food systems grew through the pandemic.

**Detailed Justification (Please see reference numbers in the Brief Description)**

*1,2) Create a single concentration in agricultural communications. Eliminate the two tracks in the current concentration.*

The Agricultural Communications (AGCM) program currently enrolls approximately 45-50 undergraduates who complete a B.S. Degree in Agricultural Leadership, Education and Communications while enrolling in one of two concentrations – Advertising or Journalism.

As the field of agriculture has changed, these concentrations have come to represent unnatural boundaries within the field and limit students' exposure to all relevant areas for

their development. With the growth of social media in particular, modern agricultural communicators' work often combines elements of both advertising/marketing and journalism. Students require similar skills to succeed, and they are not well served by having to choose between separate concentrations. In addition, the current structure of the degree program requires that students take only 12 credit hours of AGCM-specific coursework, with only one required upper division course. The remainder of the credit hours are taken within the College of Media and throughout the College of ACES as part of the Food and Environmental Science minor. Given the structures of curricula across multiple colleges and departments, this creates a great deal of confusion for students in planning the completion of their degree programs. Creating a single concentration with well-defined pathways will provide needed clarity for students while better attending to the educational needs.

*3) Propose the creation of four new courses within the agricultural communications concentration*

As mentioned previously, the proposed new curriculum is grounded in three tenets of skill development, critical thinking, and global awareness. The new courses proposed for this concentration reflect these tenets. In addition, we have adopted a philosophy of numbering courses that help determine the focus for each new course. In brief, this philosophy of course numbering differentiates among introductory courses (lower division), a primary focus on skill development and application (300-level), and a primary focus on critical thinking, analysis, and application (400-level).

AGCM 310: Investigating Agricultural Communications – This course focuses on the various ways that research is conducted within the field of agricultural communications. The overall goal is to have students be able to approach a complex agricultural communication problem in such a way that they are able to systematically gather relevant information, critically analyze information, and document this process. Students will be exposed to ways of gathering and analyzing data concerning all facets of agricultural communication.

AGCM 375: International Agricultural Communications -- The purpose of this course is to provide students with a broad understanding of international agricultural communications systems, global media flow, cultural and intercultural communications, as well as development communications in agriculture. As a 300-level course, the course will also focus on producing messages and content within international agricultural contexts. One goal for this course will be to work closely with the College of ACES Office of International Programs to identify opportunities for students to engage in immersive international educational experiences.

AGCM 380: Magazine Design and Production -- This course addresses the modern realities of agricultural news magazine production (cost, competition, and consumption, among them) while giving students an experiential learning opportunity to develop and publish an e-magazine. Students will further develop and apply fundamental journalistic skills learned in AGCM 220, and learn magazine writing style, technical skills including

photography and design, and production and e-delivery platforms. Students will study magazines' relevance, approaches to staffing and publishers' and audiences' motivation for producing and consuming magazine news.

AGCM 495: Communicating Science – This course focuses on how science is communicated to broadly defined publics. In this course, students will explore the rapidly growing field of Science Communications while learning effective strategies for the communication of science. Students will have an opportunity to develop communications outreach campaigns, learn how to report on novel scientific findings, and learn how to critically assess how science is communicated in general. The class will also be available to graduate students throughout the College of ACES.

4) *Make minor modifications to three current AGCM classes*

Currently, there are 11 AGCM courses listed in the course catalog. We propose making minor modifications to three of these courses to better represent the three guiding tenets listed above as well as the philosophy of course numbering.

AGCM 315: Emerging Media (Same as ADV 315 with prerequisites of AGCM 220 or ADV 150).

We propose to change the name of this course to **AGCM 315: Social Media Management**. This change better represents the content of the course as listed in the course description. Furthermore, we propose to eliminate the prerequisite of ADV 150.

AGCM 320: Public Information Campaigns (4 credit hours)

We propose to change the number of this course to AGCM 420. This course has historically been a capstone experience for students. We propose to retain the focus as a capstone. As such, this course will provide students an opportunity to use the variety of skills acquired throughout their degree program. We also propose to reduce the number of credit hours from 4 to 3 to better reflect the current time requirement within the class.

5) *Revise the College of Media requirements for AGCM students*

As noted before, this proposal will eliminate the two tracks in Advertising and Journalism. However, we believe that the historical relationship between AGCM and the College of Media is important and should be retained as an optimal pedagogical experience for AGCM students. The proposed revision is as follows:

<b>Journalism Courses</b>		
JOUR 200: Introduction to Journalism	3	
<b>Choose One</b>		
JOUR 220: News Editing	4	
JOUR 210: Newsgathering Across Platforms		
<b>Choose One</b>		
JOUR 360: Working with the Press	3	
JOUR 482: Immersion Journalism	4	

JOUR 450: Media and Public Opinion	3	
JOUR 453: Crisis Communications	3	
<b>Advertising Courses</b>		
ADV 150: Introduction to Advertising	3	
<b>Choose One</b>		
ADV 270: Principles of Sales	3	
ADV 305: Digital Advertising Content	3	
ADV 310: Introduction to Public Relations		
<b>Media and Cinema Studies</b>		
MACS 166: Contemporary Media Literacy	3	
	<b>Total</b>	19-20

One key benefit of this proposed revision is that it will set students up to easily obtain the College of Media minor with the addition of 6 upper division credit hours.

6) *replace the currently required Minor in Food and Environmental Systems with a set of 4 courses in general agricultural education*

Currently AGCM students must complete the minor in Food and Environmental Systems. The purpose of this is to provide students with a broad base of knowledge in agriculture. The minor requires students to select courses from a broad array of departments with many different foci. We propose to streamline the educational experience by requiring students to take 13 credit hours in general agricultural education. Following is the proposed list of courses.

<b>General Agricultural Education Requirements</b>		
ANSC 101 - Contemporary Animal Issues	3	
ACE 231 - Food and Agribusiness Management	3	
CPSC 113 - Environment, Agriculture, and Society	3	
MFST 101 - Experiencing Food Systems	3	
	<b>Total</b>	12

7) *Require certain General Education courses be taken to support the degree requirements.*

The general education curriculum at the university represents a robust pedagogical experience for all students. In order to best facilitate the progress of AGCM students through their degree program, we propose to require certain existing general education courses. The brief summary of required courses is as follows: 1) Advanced Composition – AGCM 220: Communicating Agriculture, 2) US Minorities – LEAD 340: Leadership, Ethics, and Society, 3) Natural Sciences and Technology – ACES 102: Introduction to Sustainable Food Systems, and 4) Social/Behavioral Sciences (Social Science only) – Any one of CMN 232: Introduction to Intercultural Communication, CMN 277: Introduction to Mediated Communication, or CMN 280: Communication Technology and Society.

While not part of the General Education curriculum, we also propose to include CMN 321: Strategies of Persuasion as a part of the possible AGCM electives that students will be required to take. This course would be included in the AGCM Elective Set.

### *Statement on Current Student Option*

Students currently enrolled in either of the agricultural communications concentrations will have the option to complete their program and earn their degree with their current major name and associated concentration, or they will be able to transfer to the new concentration, and complete the new requirements.

### **BUDGETARY AND STAFF IMPLICATIONS:**

#### 1) Resources

- a. How does the unit intend to financially support this proposal?  
With the addition of two new faculty in the agricultural communications concentration, ALEC is ideally positioned to implement this new proposal. Furthermore, we have been approved to hire an additional specialized teaching faculty to help support the curriculum.

- b. How will the unit create capacity or surplus to appropriately resource this program? If applicable, what functions or programs will the unit no longer support to create capacity?

The proposed curriculum increases capacity in two significant ways. First, the creation of 400-level courses will provide opportunities for graduate students to take courses in agricultural communications. This has never been the case prior to now. Second, the proposed curriculum expands the number of AGCM courses. This will provide students within the ALEC program more opportunities to engage with agricultural communications.

- c. Will the unit need to seek campus or other external resources? If so, please provide a summary of the sources and an indication of the approved support.

The proposed curriculum relies on support from other units across the university. Specifically, the College of Media will continue to see similar amounts of students as before. The Department of Communication will see an increase of approximately 5-10 students total across the three courses within the general education curriculum. The courses listed in the general agricultural education portion will see increased enrollment from AGCM students as well.

#### 2) Resource Implications

- a. Please address the impact on faculty resources including the changes in numbers of faculty, class size, teaching loads, student-faculty ratios, etc.  
This proposal, if accepted, will expand the teaching portfolios of the existing faculty members within the Agricultural Communications

concentration. The proposal can be implemented with current teaching loads, particularly with the addition of a specialized teaching faculty member. There should be no significant impact on class size or student-faculty ratios.

- b. Please address the impact on course enrollment in other units and provide an explanation of discussions with representatives of those units.

As mentioned in Section 1-C, several units will see enrollment from AGCM students. Currently, the Agricultural Communications Program has a Memorandum of Understanding with the College of Media that includes offering Media courses within the two existing concentrations. The College of Media is supportive of the merger (see attached letters of support from the Dean of the College of Media and the department heads in the Advertising Department and Journalism Department). While the language of the MOU will shift to reflect a revised agreement between the ALEC Program and the Agricultural Communications concentration and the College of Media, no courses within the College of Media are expected to be affected in any way as students are already required to take some of the College of Media classes listed. Other courses, which will serve as electives within the College of Media will see slight enrollment increases.

*(A letter of acknowledgement from units impacted should be included.)*

- c. Please address the impact on the University Library

The University Library is not expected to be effected by this change. Please see attached letter of support.

*(A letter of estimated impact from the University Librarian must be included for all new program proposals. If the impact is above and beyond normal library business practices, describe provisions for how this will be resourced.)*

- d. Please address the impact on technology and space (e.g. computer use, laboratory use, equipment, etc.)

The course in Magazine Production will require computer support to enable students to produce media content.

**DESIRED EFFECTIVE DATE: Fall 2022**

**STATEMENT FOR PROGRAMS OF STUDY CATALOG:**

WITHIN “College of ACES” OVERVIEW WEBPAGE

Agricultural Leadership, Education, and Communications Program offers students the opportunity to study the “people” side of agriculture, and prepares them for graduate study or a broad variety of careers in industry, journalism, advocacy and advertising, formal education, cooperative extension, governance, and more. Students completing the agricultural education concentration will be eligible for Illinois teacher certification in agricultural education, and will have instruction in

key pedagogical areas as well as agriculture. For teacher education requirements applicable to all curricula, see the Council on Teacher Education ([www.cote.illinois.edu/](http://www.cote.illinois.edu/)).

#### WITHIN THE LIST OF “MAJORS” IN COLLEGE OF ACES

##### Agricultural Leadership, Education, and Communications

The major in Agricultural Leadership, Education, and Communications is for students wishing to pursue careers in a broad variety of professional contexts. The major currently offers three concentrations. The Agricultural Communications concentration prepares students for careers as agricultural journalists and agricultural communications professionals, working in the media, in extension and as freelancers, in the public, private and non-profit sectors. Students wishing to pursue a career as a teacher of agricultural science, agribusiness, agricultural mechanics, and horticulture in Illinois high schools should select the Agricultural Education concentration. The Organizational and Community Leadership concentration prepares students for supervisory, training, sales, and outreach positions in agricultural, extension, community and governmental agencies.

**CLEARANCES:** *(Clearances should include signatures and dates of approval. **These signatures must appear on a separate sheet.** If multiple departments or colleges are sponsoring the proposal, please add the appropriate signature lines below.)*

Signatures:

\_\_\_\_\_  
Unit Representative:

\_\_\_\_\_  
Date:

\_\_\_\_\_  
College Representative-ACES:

\_\_\_\_\_  
Date:

\_\_\_\_\_  
College Representative-Media:

\_\_\_\_\_  
Date:

\_\_\_\_\_  
Graduate College Representative:

\_\_\_\_\_  
Date:

\_\_\_\_\_  
Council on Teacher Education Representative:

\_\_\_\_\_  
Date:



Proposed Curricular Modifications for AGCM (Advertising)			Proposed Program in AGCM Concentration		
Current Program in AGCM - Journalism Concentration	Courses	Credits	Courses	Notes	Credits
General Education Requirements			General Education Requirements		
Composition I and Speech	RHET 105 & CMN 101 OR CMN 111 & CMN 112	6-7	Composition I and Speech	RHET 105 & CMN 101 OR CMN 111 & CMN 112	6-7
Advanced Composition	AGCM 220	3	Advanced Composition	AGCM 220	3
Western Cultures	Select from campus approved list	3	Western Cultures	Select from campus approved list	3
Non-Western Cultures	Select from campus approved list	3	Non-Western Cultures	Select from campus approved list	3
US Minority Cultures	LEAD 340	3	US Minority Cultures	LEAD 340	3
Foreign Language	Coursework at or above the third level is required for graduation.	12*	Foreign Language	Coursework at or above the third level is required for graduation.	12*
Quantitative Reasoning I	ACE 261, CPSC 241, ECON 202, PSYC 235, SOC 280, SOCW 225, STAT 100	3	Quantitative Reasoning I	ACE 261, CPSC 241, ECON 202, PSYC 235, SOC 280, SOCW 225, STAT 100	3
Quantitative Reasoning II	Choose from campus QR2 list	3	Quantitative Reasoning II	Choose from campus QR2 list	3
Natural Sciences and Technology -- Physical Sciences	ATMS 100, ATMS 120, ATMS 140, CHEM 102/103, ENVS 101, ESE 117, ESE 118, GEOL 107, OR PHYS 101	3	Natural Sciences and Technology -- Physical Sciences	ATMS 100, ATMS 120, ATMS 140, CHEM 102/103, ENVS 101, ESE 117, ESE 118, GEOL 107, OR PHYS 101	3
Natural Sciences and Technology -- Life Sciences	ANSC 207, ANTH 249, CPSC 112, CPSC 113, FSHN 120, IB 103, IB 105, OR MCB 100/101	3	Natural Sciences and Technology -- Life Sciences	ACES 102	3
Humanities and the Arts	Select from campus approved list	3	Humanities and the Arts	Select from campus approved list	3
Social and Behavioral Sciences	PSYC 100 AND ACE 100 or ECON 102 or PS 101	6	Social and Behavioral Sciences	Social Science - Choose one of the following: CMN 232, CMN 277, or CMN 280	3
				Behavioral Science: Select from campus approved list	3
ACES Required	ACES 101	2	ACES Required	ACES 101	2
ALEC Required	ALEC 110 AND ALEC 451	5	ALEC Required	ALEC 110 AND ALEC 451	5
AGCM Advertising Required	AGCM 320, JOUR 200, ADV 150, ADV 281, ADV 283, ADV 284	19	College of Media Courses		
AGCM Journalism Electives			Journalism Required	JOUR 200	3
Select three of the following	ADV 390, ADV 409, ADV 460, ADV 483	9	Journalism Elective Set I	JOUR 210 OR JOUR 220	4
AGCM Electives			Journalism Elective Set II	Choose one of the following: JOUR 360, JOUR 450, JOUR 453, or JOUR 482	3
Select three of the following:	AGCM 230, AGCM 250, AGCM 270, AGCM 315, AGCM 330, AGCM 398, AGCM 430, ALEC 293, LEAD 260	8-12	Advertising Required	ADV 150	3
AGCM Journalism students must complete the ACES Minor in Food and Environmental Science			Advertising Electives	Choose one of the following: ADV 270, ADV 305, ADV 310	3
ACES Minor in FES Required	ACES 102, FSHN 101, NRES 100	9	Media and Cinema Studies	MACS 166	3
FES Elective Set I			AGCM Required	AGCM 220, AGCM 310, AGCM 375, AGCM 420	12
Select 3 credit hours from the following:	See List of Courses in Sheet 3	3	AGCM Electives	Choose FOUR of the following: AGCM 315, AGCM 380, ALEC 393, AGCM 330, AGCM 499, One LEAD class over 300, CMN 321	12
FES Elective Set II			General Agricultural Education Requirements	ANSC 101, ACE 231, CPSC 113, MFST 101	12
Select 6 credit hours from the following:	See List of Courses in Sheet 3	6			
Total Credits					101-102

## **Courses Available for the minor in Food and Environmental Systems (FES)**

### **FES Elective Set I (Select 3 hours)**

ANSC 100  
ANSC 101  
ANSC 110  
ANSC 110  
ANSC 223  
ANSC 224  
ANSC 250  
ACE 100  
ACE 210  
ACE 222  
ACE 231  
ACE 232  
ACE 251  
CPSC 112  
CPSC 116  
CPSC 226  
FSHN 120 or FSHN 220  
FSHN 232  
FSHN 260  
HORT 105  
HORT 106  
NRES 109  
NRES 201  
NRES 219  
NRES 287  
PLPA 204  
TSM 100

### **FES Elective Set II (Select 6 hours)**

ACE 306  
ACE 310  
ACE 346  
ACE 403  
ACE406  
ACE 411  
ACE 430  
ACE 431  
ACE 432  
ACE 435  
ACE 436  
ACE 451  
ACE 456  
ANSC 305  
ANSC 306  
ANSC 309  
ANSC 322  
ANSC 363  
ANSC 400  
ANSC 401  
ANSC 402  
ANSC 403  
ANSC 404  
ANSC 405  
ANSC 406  
ANSC 407  
ANSC 409  
ANSC 422  
ANSC 423  
ANSC 431  
ANSC 438  
ANSC 444  
ANSC 446  
ANSC 450  
ANSC 451  
ANSC 452  
ANSC 467  
CPSC 407  
CPSC 418  
CPSC 431

FSHN 302  
FSHN 322  
FSHN 425  
FSHN 428  
NRES 325  
NRES 330  
NRES 348  
NRES 370  
NRES 409  
NRES 419  
NRES 420  
NRES 430  
NRES 431  
NRES 474  
NRES 488  
PLPA 407  
TSM 311

**From:** [Ball, Anna Leigh](#)  
**To:** [Rosch, David Michael](#)  
**Cc:** [Roberts, Owen](#); [Morgan, Eric](#)  
**Subject:** Re: ACM letter of support?  
**Date:** Thursday, September 02, 2021 8:51:13 AM  
**Attachments:** [image001.png](#)  
[image002.png](#)

---

I support this change. Well done team!

AB

**ANNA BALL**

*Associate Dean for Academic Programs*

College of Agricultural, Consumer, and Environmental Sciences  
University of Illinois at Urbana-Champaign  
124 Mumford Hall | M/C 710  
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217.244.0247 | [aball@illinois.edu](mailto:aball@illinois.edu)  
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**From:** "Rosch, David Michael" <[dmrosch@illinois.edu](mailto:dmrosch@illinois.edu)>  
**Date:** Wednesday, September 1, 2021 at 10:37 AM  
**To:** "Ball, Anna Leigh" <[aball@illinois.edu](mailto:aball@illinois.edu)>  
**Cc:** "Roberts, Owen" <[oroberts@illinois.edu](mailto:oroberts@illinois.edu)>, "Morgan, Eric" <[elmorg19@illinois.edu](mailto:elmorg19@illinois.edu)>  
**Subject:** ACM letter of support?

Hello Anna.

The Agricultural Leadership, Education and Communications (ALEC) Program is working to its re-structure its Agricultural Communications concentration and begin the process of gaining campus approval for our new structure. Overall, we have the goal to streamline the curriculum into one concentration from two separate ones; provide more opportunity for contemporary skill development and critical thinking skills; and inject more coherence into what currently exists. I am attaching the overall academic program we propose for your own information, if you are interested. As background, approximately 50-60 students have been enrolled across all four class years within AGCM.

Specific to Academic Programs, we are planning to no longer require students complete a Minor in Food and Environmental Systems. However, we plan to continue to have them enroll in ACES 102: Introduction to Sustainable Food Systems to fulfill their Natural Sciences and Technology General Education requirement.

Would you support this curriculum change within ALEC? If so, please simply reply with your support. If

you would like to continue to discuss, please just let me know.

Thank you!  
Dave

**DAVID M. ROSCH** (he, him, his)  
*Director & Associate Professor*

University of Illinois at Urbana-Champaign  
College of Agricultural, Consumer and Environmental Sciences (ACES)  
Agricultural Leadership, Education and Communications Program (ALEC)  
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**From:** [Chambers, Jason Paul](#)  
**To:** [Rosch, David Michael](#); [Yao, Mike](#)  
**Cc:** [Roberts, Owen](#); [Morgan, Eric](#)  
**Subject:** Re: AGCM letter of support from ADV?  
**Date:** Thursday, September 2, 2021 12:41:06 PM  
**Attachments:** [image001.png](#)  
[image002.png](#)

---

Hi David,

Yes, this proposal has the support of the Department of Advertising. Please let me know if you need additional information from us.

Best,

**JASON P. CHAMBERS, PH.D.**

*Associate Professor | Associate Department Head  
College of Media Dean's Fellow: Diversity and Inclusion*

Charles H. Sandage Department of Advertising  
College of Media  
119 Gregory Hall | M/C 462  
Urbana, IL 61801  
217.333.1602  
[media.illinois.edu/advertising/chambers-jason](http://media.illinois.edu/advertising/chambers-jason)



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**From:** Rosch, David Michael <dmrosch@illinois.edu>  
**Date:** Wednesday, September 1, 2021 at 11:01 AM  
**To:** Yao, Mike <mzyao@illinois.edu>, Chambers, Jason Paul <jpchambe@illinois.edu>  
**Cc:** Roberts, Owen <oroberts@illinois.edu>, Morgan, Eric <elmorg19@illinois.edu>  
**Subject:** AGCM letter of support from ADV?

Hello Jason and Mike.

I am following up on conversations from earlier this summer. As you know, the Agricultural Leadership, Education and Communications (ALEC) Program is working to re-structure its Agricultural Communications concentration and begin the process of gaining campus approval for our new structure. Overall, we have the goal to streamline the curriculum into one concentration from two separate ones; provide more opportunity for contemporary skill development and critical thinking

skills; and inject more coherence into what currently exists. I am attaching the overall academic program we propose for your own information, if you are interested - it has not significantly shifted from earlier this summer. As background, approximately 50-60 students have been enrolled across all four class years within AGCM.

Specific to ADV, we are planning to make the following changes:

- No longer enrolling students into the AGCM-Advertising concentration, but rather create a single concentration across AGCM, where students would take certain ADV courses
- All AGCM students would be required to complete ADV 150: Introduction to Advertising. This is likely to result in an increase of 4-7 students per academic year who would enroll in this course.
- Students would choose ONE of the following three courses in ADV:
  - ADV 270: Principles of Sales
  - ADV 305: Digital Advertising Content
  - ADV 310: Introduction to Public Relations
- The single concentration will provide opportunity for ACGM students to attain a Minor in Media with the additional completion of two upper-level courses in the College of Media, and may result in additional enrollment in upper-level ADV courses, as well.

Would you support this curriculum change within ALEC? If so, please simply reply with your support. If you would like to continue to discuss, please just let me know.

Thank you!  
Dave

**DAVID M. ROSCH** (he, him, his)  
*Director & Associate Professor*

University of Illinois at Urbana-Champaign  
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**From:** [Johnson, Rodney W](#)  
**To:** [Rosch, David Michael](#)  
**Cc:** [Roberts, Owen](#); [Morgan, Eric](#)  
**Subject:** RE: AGCM letter of support?  
**Date:** Wednesday, September 01, 2021 12:16:12 PM  
**Attachments:** [image001.png](#)

---

Hi Dave,

I support this change to your curriculum. I checked with Anna Dilger (instructor) and accommodating additional students will not be a problem.

Rod

Rodney W. Johnson  
Professor and Head  
Department of Animal Sciences  
University of Illinois at Champaign-Urbana

---

**From:** Rosch, David Michael <dmrosch@illinois.edu>  
**Sent:** Wednesday, September 1, 2021 10:32 AM  
**To:** Johnson, Rodney W <rwjohn@illinois.edu>  
**Cc:** Roberts, Owen <oroberts@illinois.edu>; Morgan, Eric <elmorg19@illinois.edu>  
**Subject:** AGCM letter of support?

Hello Rod.

The Agricultural Leadership, Education and Communications (ALEC) Program is working to its re-structure its Agricultural Communications concentration and begin the process of gaining campus approval for our new structure. Overall, we have the goal to streamline the curriculum into one concentration from two separate ones; provide more opportunity for contemporary skill development and critical thinking skills; and inject more coherence into what currently exists. I am attaching the overall academic program we propose for your own information, if you are interested. As background, approximately 50-60 students have been enrolled across all four class years within AGCM.

Specific to ANSC, we are hoping that we could include ANSC 101: Contemporary Animal Issues as a requirement for our concentration. Several current students already enroll in that class, and we feel it would be a great fit to help students build their skillset. We expect 10-15 students would enroll each year, which represents an expected increase of 5-10 students each Spring when it is currently offered.

Would you support this curriculum change within ALEC? If so, please simply reply with your support. If you would like to continue to discuss, please just let me know.

Thank you!  
Dave

**DAVID M. ROSCH** (he, him, his)  
*Director & Associate Professor*

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**From:** [Davis, Adam S](#)  
**To:** [Rosch, David Michael](#)  
**Cc:** [Morgan, Eric](#); [Roberts, Owen](#)  
**Subject:** RE: AGCM letter of support?  
**Date:** Wednesday, September 1, 2021 8:18:38 PM  
**Attachments:** [image001.png](#)

---

Hi Dave,

This looks like a great program, and we support the proposed change. One note: CPSC 112 is generally targeted at CPSC majors, and is a little more intensive than CPSC 113, which is targeted at a broader audience, but covers similar ground. Either course would be able to accommodate an additional 10-15 students/semester.

best,

Adam

**ADAM DAVIS**

*Professor & Head*

University of Illinois at Urbana-Champaign  
College of Agricultural, Consumer and Environmental Sciences  
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---

**From:** Rosch, David Michael <dmrosch@illinois.edu>  
**Sent:** Wednesday, September 1, 2021 10:34 AM  
**To:** Davis, Adam S <asdavis1@illinois.edu>  
**Cc:** Morgan, Eric <elmorg19@illinois.edu>; Roberts, Owen <oroberts@illinois.edu>  
**Subject:** AGCM letter of support?

Hello Adam.

The Agricultural Leadership, Education and Communications (ALEC) Program is working to its re-structure its Agricultural Communications concentration and begin the process of gaining campus approval for our new structure. Overall, we have the goal to streamline the curriculum into one concentration from two separate ones; provide more opportunity for contemporary skill development

and critical thinking skills; and inject more coherence into what currently exists. I am attaching the overall academic program we propose for your own information, if you are interested. As background, approximately 50-60 students have been enrolled across all four class years within AGCM.

Specific to CPSC, we are hoping that we could include CPSC 112: Introduction to Crop Sciences as a requirement for our concentration. We feel it would be a great fit to help students build their skillset. We expect 10-15 students would enroll each year.

Would you support this curriculum change within ALEC? If so, please simply reply with your support. If you would like to continue to discuss, please just let me know.

Thank you!  
Dave

**DAVID M. ROSCH** (he, him, his)  
*Director & Associate Professor*

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**From:** [Craft, Stephanie](#)  
**To:** [Rosch, David Michael](#)  
**Cc:** [Morgan, Eric](#); [Roberts, Owen](#); [Clark, Katie](#)  
**Subject:** Re: JOUR support for AGCM concentration  
**Date:** Wednesday, September 15, 2021 3:14:01 PM  
**Attachments:** [image001.png](#)

---

Hi David,

I hope your semester is off to a good start.

I've looked over the proposed changes within ALEC and am happy to offer my support on behalf of Journalism.

Please let me know if you need any additional information.

Best,

Stephanie

---

Stephanie Craft. Ph.D.  
Professor and Head | Department of Journalism  
Institute of Communications Research  
Faculty affiliate | Cline Center for Advanced Social Research  
University of Illinois at Urbana-Champaign  
119 Gregory Hall, 810 S. Wright St.  
Urbana, IL 61801  
217-244-4608

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---

**From:** Rosch, David Michael <dmrosch@illinois.edu>  
**Sent:** Monday, September 13, 2021 10:14 AM  
**To:** Craft, Stephanie <scraft@illinois.edu>  
**Cc:** Morgan, Eric <elmorg19@illinois.edu>; Roberts, Owen <oroberts@illinois.edu>  
**Subject:** JOUR support for AGCM concentration

Hello Stephanie.

I am following up on conversations from earlier this summer. As you know, the Agricultural Leadership, Education and Communications (ALEC) Program is working to its re-structure its Agricultural Communications concentration and begin the process of gaining campus approval for our new structure. Overall, we have the goal to streamline the curriculum into one concentration from two separate ones; provide more opportunity for contemporary skill development and critical thinking skills; and inject more coherence into what currently exists. I am attaching the overall academic program we propose for your own information, if you are interested - it has not significantly shifted from earlier this summer. As background, approximately 50-60 students have been enrolled across all four class years within AGCM.

Specific to JOUR, we are planning to make the following changes:

- No longer enrolling students into the AGCM-Journalism concentration, but rather create a single

concentration across AGCM, where students would take certain JOUR courses

- All AGCM students would be required to complete JOUR 200: Introduction to Journalism. This is likely to result in an increase of 4-7 students per academic year who would enroll in this course.
- Students would choose ONE of the following two courses in JOUR:
  - JOUR 210: Newsgathering Across Platforms
  - JOUR 220: News Editing
- Students would choose ONE of the following three courses in JOUR:
  - JOUR 360: Working with the Press
  - JOUR 450: Media and Public Opinion
  - JOUR 453: Crisis Communications
  - JOUR 482: Immersion Journalism
- The single concentration will provide opportunity for ACGM students to attain a Minor in Media with the additional completion of two upper-level courses in the College of Media, and may result in additional enrollment in upper-level ADV courses, as well.

Would you support this curriculum change within ALEC? If so, please simply reply with your support. If you would like to continue to discuss, please just let me know.

Thank you!  
Dave

**DAVID M. ROSCH** (He, His)  
*Director & Associate Professor*

University of Illinois at Urbana-Champaign  
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Agricultural Leadership, Education and Communication (ALEC) Program  
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**From:** [Cole, CL](#)  
**To:** [Rosch, David Michael](#)  
**Cc:** [Roberts, Owen](#); [Morgan, Eric](#)  
**Subject:** Re: AGCM letter of support?  
**Date:** Tuesday, September 14, 2021 10:38:01 AM  
**Attachments:** [image001.png](#)

---

Dear Professor Rosch,  
This sounds fine. I'm pleased that you're requiring it.  
Best wishes,  
Cole

---

**From:** "Rosch, David Michael" <dmrosch@illinois.edu>  
**Date:** Monday, September 13, 2021 at 3:14 PM  
**To:** "Cole, CL" <clcole@illinois.edu>  
**Cc:** "Roberts, Owen" <oroberts@illinois.edu>, "Morgan, Eric" <elmorg19@illinois.edu>  
**Subject:** Re: AGCM letter of support?

Hello Dr. Cole.  
I am just circling around to a message from a couple weeks ago (see below) regarding a curriculum proposal in the Agricultural Communications concentration within my unit, where we are hoping to include MACS 166: Contemporary Media Literacy as a required course, resulting in an increase of approximately 10-15 students in this course per academic year. Is this change to our curriculum here in ACES something that you would support? If so, please simply respond with that message. If you would like to discuss this in more detail me with, I would be happy to. Thank you for considering it!  
Best,  
Dave

**DAVID M. ROSCH** (he, him, his)  
*Director & Associate Professor*

University of Illinois at Urbana-Champaign  
College of Agricultural, Consumer and Environmental Sciences (ACES)  
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---

**From:** Rosch, David Michael <dmrosch@illinois.edu>  
**Date:** Wednesday, September 1, 2021 at 10:47 AM  
**To:** Cole, CL <clcole@illinois.edu>

**Cc:** Roberts, Owen <oroberts@illinois.edu>, Morgan, Eric <elmorg19@illinois.edu>

**Subject:** AGCM letter of support?

Hello Dr. Cole.

My name is Dave Rosch; I serve as the Director of the Agricultural Leadership, Education and Communications (ALEC) Program, situated in the College of ACES. The ALEC Program is working to its re-structure its Agricultural Communications (AGCM) concentration and begin the process of gaining campus approval for our new structure. Overall, we have the goal to streamline the curriculum into one concentration from two separate ones; provide more opportunity for contemporary skill development and critical thinking skills; and inject more coherence into what currently exists. I am attaching the overall academic program we propose for your own information, if you are interested. As background, approximately 50-60 students have been enrolled across all four class years within AGCM. In addition, the AGCM concentration has a long-standing relationship with the Advertising and Journalism departments in the College of Media, which we are planning to continue.

Specific to MACS, we are hoping that we could include MACS 166: Contemporary Media Literacy as a requirement for our newly-structured concentration. We feel this course will provide AGCM students a necessary background in media literacy and would be a great fit to help students build their skillset in communications. It's inclusion will also result in an easier pathway for AGCM students in completing requirements for a Minor in Media through your College. We expect 10-15 students would enroll each year.

Would you support this curriculum change within ALEC? If so, please simply reply with your support. If you would like to continue to discuss, please just let me know, Dr. Cole.

Thank you!  
Dave

**DAVID M. ROSCH** (he, him, his)  
*Director & Associate Professor*

University of Illinois at Urbana-Champaign  
College of Agricultural, Consumer and Environmental Sciences (ACES)  
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**From:** [Dailey, Megan J](#)  
**To:** [Rosch, David Michael](#)  
**Cc:** [Ball, Anna Leigh](#); [Morgan, Eric](#); [Roberts, Owen](#)  
**Subject:** Re: AGCM letter of support?  
**Date:** Wednesday, September 01, 2021 6:28:11 PM  
**Attachments:** [image001.png](#)

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Dave,

This is so exciting! I fully support including MFST 101 in the AGCM curriculum. Please let me know if you need a more formal letter of support or help with the Senate approval paperwork.

Megan

---

**From:** Rosch, David Michael <dmrosch@illinois.edu>  
**Sent:** Wednesday, September 1, 2021 10:38 AM  
**To:** Dailey, Megan J <mdailey5@illinois.edu>  
**Cc:** Ball, Anna Leigh <aball@illinois.edu>; Morgan, Eric <elmorg19@illinois.edu>; Roberts, Owen <oroberts@illinois.edu>  
**Subject:** AGCM letter of support?

Hello Megan.

The Agricultural Leadership, Education and Communications (ALEC) Program is working to its re-structure its Agricultural Communications concentration and begin the process of gaining campus approval for our new structure. Overall, we have the goal to streamline the curriculum into one concentration from two separate ones; provide more opportunity for contemporary skill development and critical thinking skills; and inject more coherence into what currently exists. I am attaching the overall academic program we propose for your own information, if you are interested. As background, approximately 50-60 students have been enrolled across all four class years within AGCM.

Specific to MFST, we are hoping that we could include MFST 101: Experiencing Food Systems as a requirement for our concentration. We feel it would be a great fit to help students build their skillset. We expect 10-15 students would enroll each year.

Would you support this curriculum change within ALEC? If so, please simply reply with your support. If you would like to continue to discuss, please just let me know.

Thank you!  
Dave

**DAVID M. ROSCH** (he, him, his)  
*Director & Associate Professor*

University of Illinois at Urbana-Champaign  
College of Agricultural, Consumer and Environmental Sciences (ACES)  
Agricultural Leadership, Education and Communications Program (ALEC)  
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**From:** [Fox, Sean](#)  
**To:** [Rosch, David Michael](#)  
**Cc:** [Roberts, Owen](#); [Morgan, Eric](#); [Finnegan, Ann Butler](#); [Endres, Bryan](#); [Stoddard, Paul B](#)  
**Subject:** RE: AGCM letter of support  
**Date:** Wednesday, September 1, 2021 1:54:56 PM  
**Attachments:** [image001.png](#)

---

Dear David,

The Department of Agricultural & Consumer Economics (ACE) supports the proposed curriculum change in Agricultural Communications that would include ACE 231: Farm and Agribusiness Mgmt as a requirement.

In fact, as you develop the new curriculum you may find other courses in ACE that would benefit Agricultural Communications students. In particular, since your proposal makes explicit reference to legislation, i.e.,

“...and decision makers face mounting pressure to ensure legislation is in place that supports sustainable production. All these stakeholders depend on skilled communicators to help them make balanced decisions, mobilize knowledge and connect with the consumers.”

my colleague, Bryan Endres suggested that [ACE courses](#) in the area of policy and law such as ACE 203, ACE 403, and ACE 456 might be particularly useful. I’ve copied the catalog descriptions below the signature.

With best wishes for success with the approval process,

Sincerely,  
Sean

**[ACE 203 Introduction to Public Policy and Law credit: 3 Hours.](#)**

Introduces students to public policy and law through federal legislation addressing agriculture, food, natural resources and rural economic development. Also introduces students to basic legal issues regarding judicial review of statutes, statutory interpretation and the Constitutional limits on Congressional powers. In addition to lectures, students will also participate in simulated legislative drafting efforts through assigned historic roles of committee members to write legislative proposals, debate and amendments.

**[ACE 403 Agricultural Law credit: 3 to 4 Hours.](#)**

Relation of common-law principles and statutory law to land tenure, farm tenancy, farm labor, farm management, taxation, and other problems involving agriculture. 3 undergraduate hours. 3 or 4 graduate hours. Prerequisite: Junior standing.

**[ACE 456 Agr and Food Policies credit: 3 to 4 Hours.](#)**

Analysis of agricultural and food policies and programs and their effects on producers and consumers of agricultural products. Formulation of agricultural and food policies are examined with an emphasis on historical and current economic problems affecting

agriculture and rural America. 3 undergraduate hours. 3 or 4 graduate hours.  
Prerequisite: [ECON 302](#) or consent of instructor.

John A. (Sean) Fox, Professor and Head  
Dept. of Agricultural & Consumer Economics  
University of Illinois, Ph: 217-300-5356  
<http://ace.illinois.edu/>

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**From:** Rosch, David Michael <dmrosch@illinois.edu>  
**Sent:** Wednesday, September 1, 2021 10:30 AM  
**To:** Fox, Sean <seanfox@illinois.edu>  
**Cc:** Roberts, Owen <oroberts@illinois.edu>; Morgan, Eric <elmorg19@illinois.edu>  
**Subject:** AGCM letter of support

Hello Sean.

The Agricultural Leadership, Education and Communications (ALEC) Program is working to its re-structure its Agricultural Communications concentration and begin the process of gaining campus approval for our new structure. Overall, we have the goal to streamline the curriculum into one concentration from two separate ones; provide more opportunity for contemporary skill development and critical thinking skills; and inject more coherence into what currently exists. I am attaching the overall academic program we propose for your own information, if you are interested. As background, approximately 50-60 students have been enrolled across all four class years within AGCM.

Specific to ACE, we are hoping that we could include ACE 231: Farm and Agribusiness Mgmt as a requirement for our concentration. Several current students already enroll in that class, and we feel it would be a great fit to help students build their skillset. We expect 10-15 students would enroll each year, which represents an expected increase of 5-10 students each Spring when it is currently offered.

Would you support this curriculum change within ALEC? If so, please simply reply with your support. If you would like to continue to discuss, please just let me know.

Thank you!  
Dave

**DAVID M. ROSCH** (he, him, his)  
*Director & Associate Professor*

University of Illinois at Urbana-Champaign  
College of Agricultural, Consumer and Environmental Sciences (ACES)  
Agricultural Leadership, Education and Communications Program (ALEC)  
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*Under the Illinois Freedom of Information Act any written communication to or from university employees regarding university business is a public record and may be subject to public disclosure.*

September 13, 2021

DAVID M. ROSCH, Director & Associate Professor  
College of Agricultural, Consumer and Environmental Sciences (ACES)  
Agricultural Leadership, Education and Communications Program (ALEC)  
174 Bevier Hall | M/C 180  
Urbana, IL 61801

Sent via email: [dmrosch@illinois.edu](mailto:dmrosch@illinois.edu)

Dear Dr. Rosch:

Thank you for asking me about your proposed new undergraduate degree program (B.S.) in agricultural communications within the Agricultural Leadership, Education, and Communications (ALEC).

The Department of Communication in the College of LAS has no objections to your proposed changes, and we support your decision to include CMN courses as part of the revised curriculum. Specifically, you plan two changes that would intersect with our courses. First, you plan to make CMN 321 (Strategies of Persuasion) required for all Agricultural Communications (AGCM) majors. Second, there would be three CMN courses from which students would choose to fulfill an additional requirement:

- CMN 232: Introduction to Intercultural Communication
- CMN 277: Introduction to Mediated Communication
- CMN 280: Communication Technology and Society

We plan to continue offering these courses for the foreseeable future, and I do not anticipate a problem accommodating the number of students you expect to enroll. If availability were to become an issue in any of these courses, we would be happy to work with you to find solutions that would work for you and your students.

Let me know if you have any additional questions.

My best,



John P. Caughlin  
Professor and Head